

**UPDATED  
CURRICULUM!**



# Launch your career!

**NALP** 

**NATIONAL APARTMENT  
LEASING PROFESSIONAL®**

Presented by:



If you're a **leasing consultant, concierge, or career changer with hospitality, retail, or customer service experience** we recommend this course!



## NATIONAL APARTMENT LEASING PROFESSIONAL

Earning NALP, your first industry credential, signals to your employer your commitment to a career in residential property management.

### You'll learn about:

- Using technology to generate traffic
- Monitoring and managing your community's reputation
- Inspecting the leasing center, tour route, model units, and vacant apartments
- Shopping the competition while building relationships with competitors
- Compiling a comprehensive community resource tool
- Effective marketing plans
- Relationship sales process and evaluating personal sales performance
- Evaluating a prospect's commitment level and overcoming objections
- Reviewing the next steps in the sales process with prospects
- Applying fair housing law and communicating rental criteria
- Qualifying prospective residents according to rental policy
- Preparing and reviewing leases with new residents
- Move-in process
- Responding to resident issues and maintenance requests with appropriate follow-up
- Building relationships with residents and creating a sense of community
- Reporting incidents, maintaining documentation, and taking corrective action
- Maximizing revenue and operational efficiency
- Securing and processing lease renewals
- Conducting a market survey



**Available in person  
and online!**

**For more information, visit  
[naahq.org/NALP](http://naahq.org/NALP)**

NALP will be offered February 15-17, 2017 from 9am-5pm at AOBA located at 1050 17th Street, NW, Suite 300, Washington, DC 20036. For more information or to register please contact Kim McCrossen at [kmccrossen@naahq.org](mailto:kmccrossen@naahq.org) or 703-797-0610.



# Registration Form

National Apartment Leasing Professional (NALP) Training

Sign me up for:

The NALP Designation  
February 15-17, 2017

**The price is \$599 for the entire NALP credential.**

All courses will be held 9:00 a.m. to 5:00 p.m. at  
AOBA Headquarters located at 1050 17th Street NW, Suite 300, Washington, DC 20036

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Fax or email your completed registration form to  
Kim McCrossen at 703/248-8370 or  
kmccrossen@naahq.org**

Make checks payable to NAAEI and mail to:  
Attn: Kim McCrossen  
NAAEI  
4300 Wilson Blvd.  
Suite 400  
Arlington, VA 22203



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**To pay over the phone by credit card, please contact  
Kim McCrossen at 703-797-0610**

